

Standard 6: Partnerships & Marketing

5/22/2014

Standard Statement: Key stakeholders are continually engaged, consulted and invested in the agricultural education program.

Quality Indicators

1. School and community partners (School Board, Administration, Advisory board, Alumni, parents, media, decision makers, agricultural industry leaders and community) are familiar with the agricultural education model (classroom, SAE and FFA), are involved in shaping and strengthening the program and promoting program accomplishments and success.

Possible Evidence: Advisory board meeting minutes, Alumni meeting minutes, reports from school board meetings, examples of communications, NAEE plan, newsletters etc.

Rating Scale	Descriptors/Indicators	✓ rating
5: Exemplary	Stakeholders are familiar with the agricultural education model, are active in shaping and strengthening the program and continually promoting program success. An agricultural communication and marketing plan is developed, implemented and documented. Stakeholders participate in six school or community meetings, events or communication avenues to increase awareness of the program. Relationships are built with local, state and national decision makers, including elected officials, through education and outreach. The agricultural advisory board meets three times or more per year.	
4: Distinguished	Stakeholders are familiar with the agricultural education model, are involved in shaping and strengthening the program and promoting program success. An agricultural communication and marketing plan is developed and implemented. Stakeholders participate in five school or community meetings, events or communication avenues to increase awareness of the program. Relationships are built with local and state decision makers, including elected officials, through education and outreach. The agricultural advisory board meets two times per year.	
3: Qualified	Stakeholders are familiar with the agricultural education model, are involved in shaping and strengthening the program and promoting program success. An agricultural communication and marketing plan is developed. Stakeholders participate in four school or community meetings, events or communication avenues to increase awareness of the program. Relationships are built with local decision makers, including elected officials, through	

	education and outreach. The agricultural advisory board meets two times per year.	
2: Basic	Stakeholders are familiar with the agricultural education model, are involved in shaping and strengthening the program and promoting program success. Stakeholders participate in three school or community meetings, events or communication avenues to increase awareness of the program. Relationships are built with local decision makers, including elected officials, through education and outreach. The agricultural advisory board meets once per year.	
1: Below Basic	Stakeholders are not familiar with the agricultural education model, are involved in shaping and strengthening the program and promoting program success. Stakeholders don't participate in school or community meetings, events or communication avenues to increase awareness of the program. No or limited relationships exist with local decision makers. The agricultural advisory board doesn't meet some years.	
0: Non-Existent	No evidence is presented	
Evidence Presented:		
Comments:		

2. Agricultural program stakeholders and supporters are recognized for their support of the agricultural program.

Possible Evidence: nominations for honorary awards, banquet programs evidencing recognition, local and regional publications etc.

Rating Scale	Descriptors/Indicators	✓ rating
5: Exemplary	Outstanding school, FFA and community partners are nominated when appropriate through the FFA and other agricultural industry and education groups for recognition at the state and/or national level. Local recognition of partners occurs annually through the school, community and FFA Chapter's special program(s), and communication avenues.	
4: Distinguished	Outstanding school, FFA and community partners are nominated when appropriate for recognition through the FFA at the state and/or national level. Local recognition of partners occurs annually through the school, community and FFA Chapter's special program(s), and communication avenues.	
3: Qualified	Outstanding school and community partners are nominated when appropriate for recognition at the state level. Local recognition of partners occurs annually through appropriate programs and communication avenues.	
2: Basic	School and community partners are recognized through local programs and communication avenues.	
1: Below Basic	School and community partners are not recognized in a formal setting.	
0: Non-Existent	No evidence is presented	
Evidence Presented:		
Comments:		

3. Community volunteers (FFA Alumni or others) are organized and involved in supporting the agricultural program.

Possible Evidence: minutes, programs, calendar

Rating Scale	Descriptors/Indicators	✓ rating
5: Exemplary	The program has an established FFA Alumni Chapter that supports the agricultural program. The local FFA Alumni chapter conducts or participates in 6 events per year (fundraisers, workshops etc.).	
4: Distinguished	An active agricultural booster group or FFA Alumni chapter exists that supports the agricultural program. The agricultural booster group or FFA Alumni Chapter conducts or participates in 5 events per year (fundraisers, workshops etc.).	
3: Qualified	An active agricultural booster group exists that supports the agricultural program. The agricultural booster group conducts or participates in 4 events per year (fundraisers, workshops etc.)	
2: Basic	An active agricultural booster group exists that supports the agricultural program. The agricultural booster group participates in 3 events per year (fundraisers, workshops etc.)	
1: Below Basic	No agricultural booster group exists that supports the agricultural program. The agriculture booster group participates in less than 3 events per year (fundraisers, workshops etc.)	
0: Non-Existent	No evidence is presented	
Evidence Presented:		
Comments:		

4. The agricultural program provides relevant data/information to key stakeholders and other entities.

Possible Evidence: Communication plan, evidence of communications with stakeholders, Annual reports etc.

Rating Scale	Descriptors/Indicators	✓ rating
5: Exemplary	The agricultural program develops a five-year plan and annual goals to identify needs and strategies for program improvement. The five-year plan, annual goals and program data are review by the agricultural advisory board and school administration. Program data is collected annually and is used to create an annual communication and marketing plan for all key stakeholders that are used to promote and improve the program.	
4: Distinguished	The agricultural program develops a five-year plan and annual goals to identify needs and strategies for program improvement. The five-year plan, annual goals and program data are review by the agricultural advisory board and school administration. Program data is collected annually and is used to create a bi-annual communication and marketing plan for all key stakeholders that are used to promote and improve the program.	
3: Qualified	The agricultural program develops a five-year plan and annual goals to identify needs and strategies for program improvement. The five-year plan, annual goals and program data are review by the agricultural advisory board and school administration. Program data is collected annually and is used to communicate with key stakeholders to promote and improve the program.	
2: Basic	The agricultural program develops a five-year plan and annual goals to identify needs and strategies for program improvement. Program data is collected annually and is used to develop, promote and improve the program. The five-year plan, annual goals and program data are review by the agricultural advisory board and school administration.	
1: Below Basic	The agricultural program doesn't develop a five-year plan and annual goals to identify needs and strategies for program improvement. Program data isn't collected annually or stakeholders are not involved in communication or review of the goals or data.	
0: Non-Existent	No evidence is presented	
Evidence Presented:		

Comments:

5. A recruitment and retention plan is annually developed and implemented for prospective and current students.

Possible Evidence: Recruitment & Retention Plan, evidence of discussion about recruitment and retention, informal recruitment plans

Rating Scale	Descriptors/Indicators	✓ rating
5: Exemplary	A formal recruitment and retention plan is in place to inform students, parents, employers, counselors and administration about the agricultural program. A variety of activities and materials are used for program promotion. Feedback from the recruitment and retention activities is documented and used for future planning.	
4: Distinguished	A formal recruitment and retention plan is in place to inform students, parents, counselors and administration about the agricultural program. A variety of activities and materials are used for program promotion.	
3: Qualified	A formal recruitment and retention plan is in place to inform students and parents about the agricultural program. Some activities and materials are used for program promotion.	
2: Basic	A recruitment and retention plan is in place to inform students and parents about the agricultural program.	
1: Below Basic	Agricultural program recruitment and retention is implemented; but no plan exists.	
0: Non-Existent	No evidence is presented	
Evidence Presented:		
Comments:		

5. Follow-up data is collected and maintained on all agriculture program graduates.

Possible Evidence: 10S Form.

Rating Scale	Descriptors/Indicators	✓ rating
5: Exemplary	The 10-SS form is completed and submitted to the Idaho Division of Professional-Technical Education (IDPTE) annually. The 10-S forms are completed annually and kept on file in the local agricultural program. The data is used by stakeholders in the development of the five-year plan, annual goals, student recruitment and retention documents and communication and marketing plan.	
4: Distinguished	The 10-SS form is completed and submitted to IDPTE annually. The 10-S forms are completed annually and kept on file at the local agricultural program. The data is used by stakeholders in the development of the five-year plan, annual goals and student recruitment and retention documents.	
3: Qualified	The 10-SS form is completed and submitted to IDPTE annually. The 10-S forms are completed annually and kept on file at the local agricultural education program. The data is used by stakeholders in the development of the five-year plan and annual goals.	
2: Basic	The 10-SS form is completed and submitted to the Idaho Division of Professional-Technical Education annually. The 10S form is completed annually and kept on file in the local agricultural program.	
1: Below Basic	Student follow-up data on the agricultural program is not completed and submitted to the IDPTE.	
0: Non-Existent	No evidence is presented	
Evidence Presented:		
Comments:		

Standard 6: Partnerships & Marketing Summary

<u>Quality Indicator Scores</u> 5- Exemplary, 4- Distinguished; 3-Qualified; 2- Basic; 1- Below Basic					Score Summary
1. School and community partners (School Board, Administration, agriculture advisory board, Alumni, parents, media, decision makers, agricultural industry leaders and community) are familiar with the agricultural education model (classroom, SAE and FFA), are involved in shaping and strengthening the program and promoting program accomplishments and success.					
2. Agricultural program stakeholders and supporters are recognized for their support of the agricultural program.					
3. Community volunteers (FFA Alumni or others) are organized and involved in supporting the agricultural program.					
4. The agricultural program provides relevant data/information to key stakeholders and other entities.					
5. A recruitment and retention plan is annually developed and implemented for prospective and current students.					
6. Follow-up data is collected and maintained on all agriculture program graduates.					
<u>TOTAL</u>					
<u>Average (Total /7)</u>					
<u>Exemplary</u>	<u>Distinguished</u>	<u>Qualified</u>	<u>Basic</u>	<u>Below Basic</u>	
<u>5.0-4.50</u>	<u>4.49-4.00</u>	<u>3.99-3.00</u>	<u>2.99-2.00</u>	<u>1.99-0</u>	

